## CLEAN VERSION OF THE CLAIMS

10. A method for reducing a subterranean aqueous fluid flow into a well drilled through a hydrocarbonbearing formation, comprising the following steps:

providing a composition comprising water soluble hydrophobically-modified polymers having a linear hydrophilic backbone with hydrophobic side groups located at random positions along said backbone and functional groups for cross-linking said polymers;

allowing said composition to contact the formation; and

cross-linking said hydrophobically-modified polymers of the composition to form a cross-linked gel selectively reducing said subterranean aqueous fluid flow.

- 11. The method of claim 10, wherein the polymers comprise 0.5 to 5 mole per cent of hydrophobic side groups.
- 12. The method of claim 10, wherein the functional groups for cross-linking form part of the hydrophilic backbone of the polymer.
- 13. The method of claim 10, wherein the functional groups for cross-linking form part of the hydrophobic side groups.
- 14. The method of claim 10, wherein the polymers have a molecular weight of 50,000 or more.

- 15. The method of claim 10, wherein the hydrophilic backbone of the hydrophobically modified polymers comprises poly(acrylic acid), poly(vinylpyridine), hydroxyethylcellulose or poly(ethylene oxide).
- 16. The method of claim 10, wherein the hydrophobically modified polymers comprise poly(sodium 4-styrenesulphonate) or poly(vinylpyridine).
- 17. The method of claim 10, wherein the hydrophobically-modified polymers comprise poly(acrylamide).
- 18. The method of claim 10, wherein the hydrophobically-modified polymers comprise n-nonyl acrylate.
- 19. The method of claim 10, wherein the hydrophobically-modified polymers comprise N-decylamide.
- 20. The method of claim 10, wherein the composition further comprises a chemical cross-linking agent.
- 21. The method of claim 20, wherein the chemical cross-linking agent is organic.
- 22. The method of claim 20, wherein the chemical cross-linking agent comprises formaldehyde or phenol.
- 23. The method of claim 20, wherein the chemical crosslinking agent is an aldehyde or an aldehyde derivative comprising at least 5 carbon atoms.
- 24. The method of claim 23, wherein the chemical crosslinking agent is hexanal or heptanal.
- 25. The method of claim 10, wherein the gel is stable.

- 26. The method of claim 10, wherein the hydrophobically-modified polymers are prevented from cross-linking in contact with hydrocarbons.
- 27. The method of claim 26, wherein the cross-linking agent is removed from the composition by solubilization in the contacting hydrocarbons.
- 28. The method of claim 26, wherein the composition partly solubilizes hydrocarbons.